

Fig. 1

Fig. 2

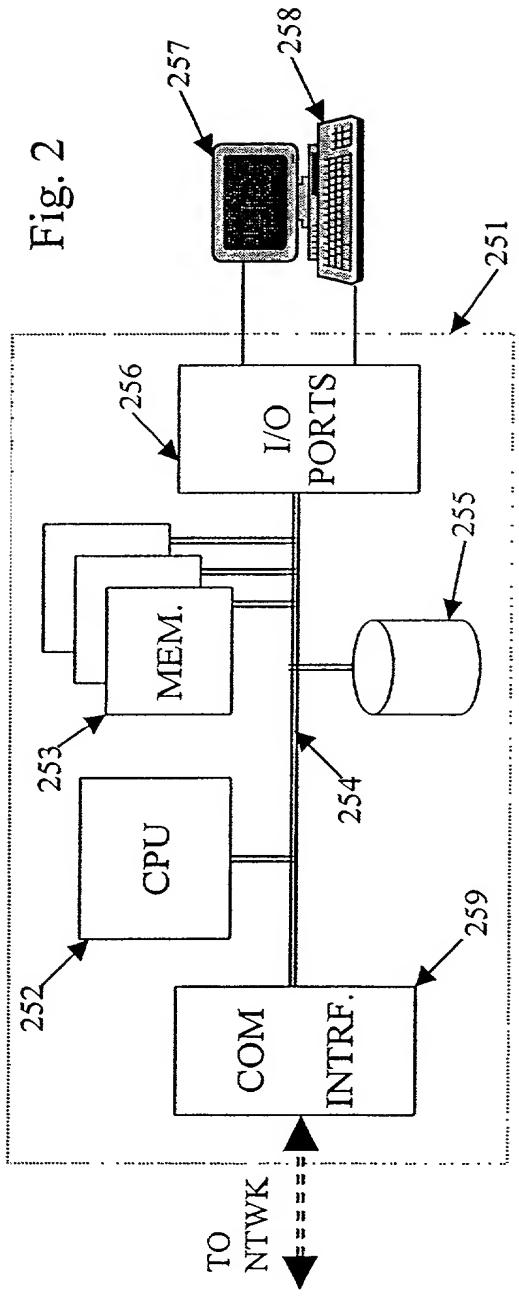
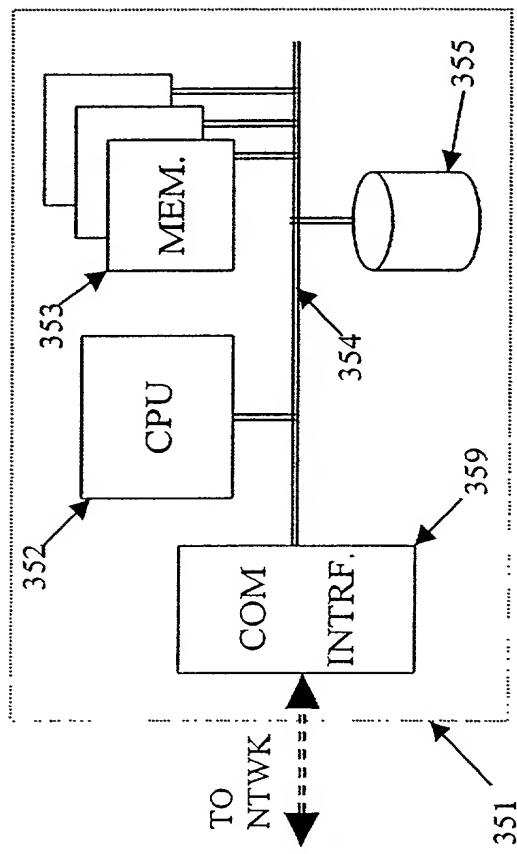


Fig. 3



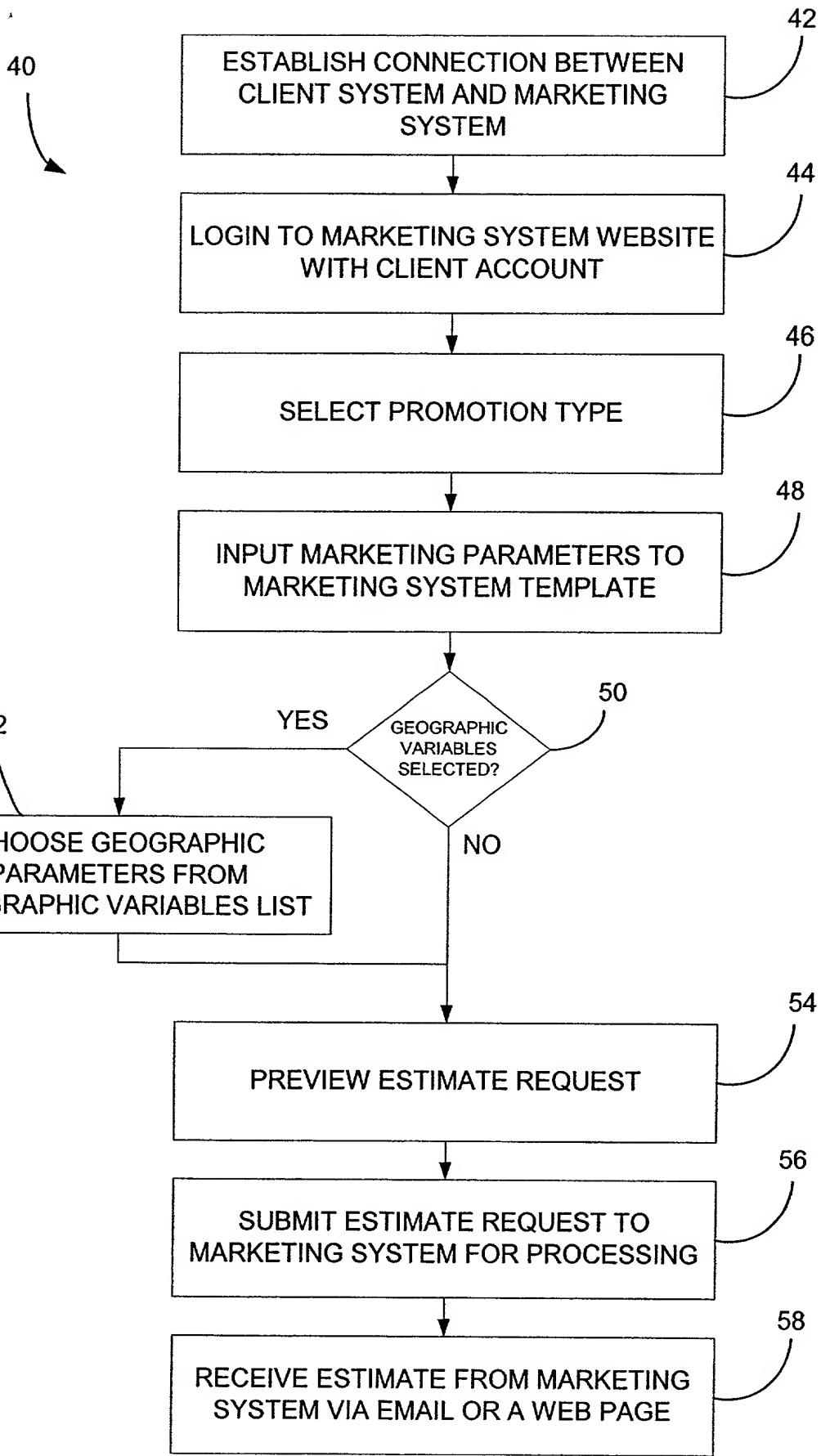


FIG. 4

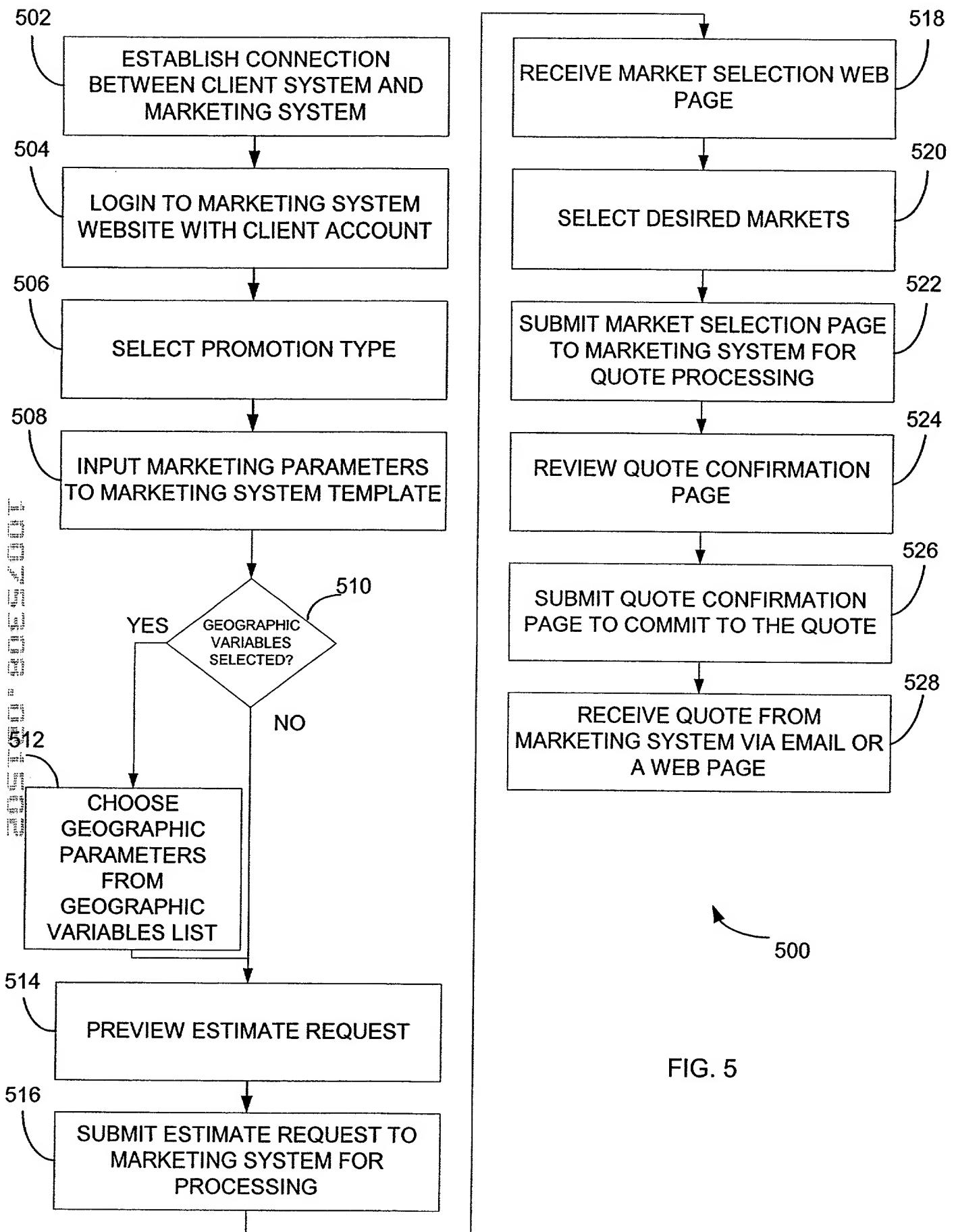


FIG. 5

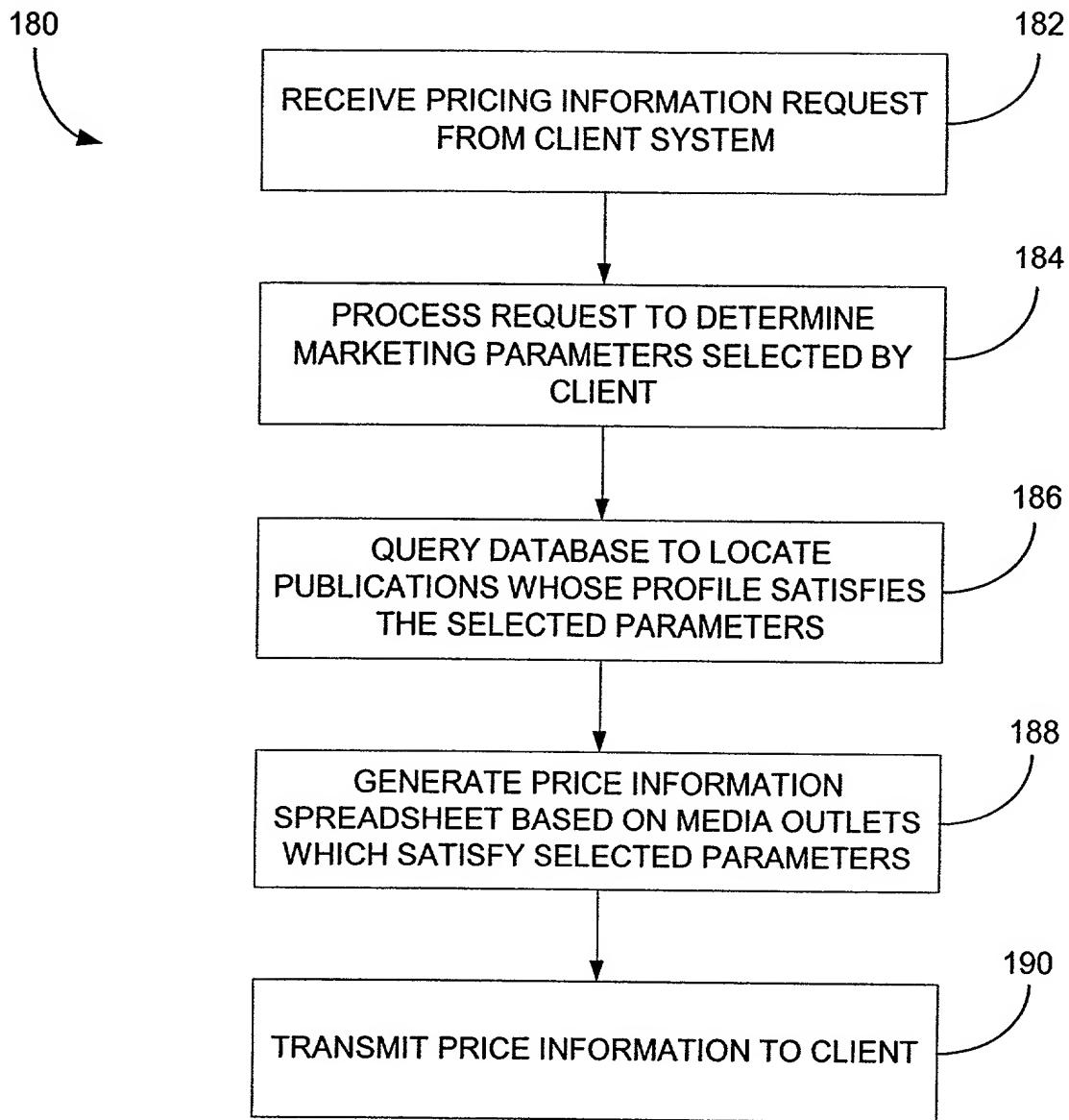


FIG. 6

100
↓

Valassis Online Media Planning - Microsoft Internet Explorer

Address: http://vmp.corp.valassis.com/vmpSelPromo.asp

VALASSIS ONLINE MEDIA PLANNING

Select/Create Promotion/Estimate

[Login page](#)

Select client

Generic Franchise Food 102

Select/create promotion

Promotion (Promo ID -- Promo Name)	Estimate (Estimate ID -- Estimate Name)
<input type="checkbox"/> New Promotion <input type="checkbox"/> 6-CJG Promo <input type="checkbox"/> 1347-ABC Promo <input type="checkbox"/> 1350-ABC Promo	<input type="checkbox"/> New Estimate <input type="checkbox"/> 1348-Christines Estimate

104 106 108

Continue

© 2000 Valassis Communications, Inc. All rights reserved.
VCIOonlineMediaPlanning@valassis.com

Fig. 7

110
↓

Valassis Online Media Planning - Microsoft Internet Explorer

http://vmp.corp.valassis.com/vmpCreateNewEstimate.asp

VALASSIS ONLINE MEDIA PLANNING

Create Promotion/Estimate

Name: Christine Gambino Client: Generic Franchise Food

Enter promotion name:

Promotion: ABC Promo

Estimate name:

Estimate: Christine's Estimate
Contact name: Christine

CONTINUE CANCEL

© 2000 Valassis Communications, Inc. All rights reserved.
VCIOnlineMediaPlanning@valassis.com

Fig. 8

10075308 • 021508

112 ↗

Get Promotion Estimate Data - Microsoft Internet Explorer

Address: <http://vmp.corp.valassis.com/vmpGetPromoData.asp>

VALASSIS ONLINE MEDIA PLANNING

Required Parameters

Import Zip Codes	Promo ID 1350	Promotion Name ABC Promo	Est ID 1730	Estimate Name Christine's Estimate	Client ID 2	Client Name Generic Franchise Food
------------------	------------------	-----------------------------	----------------	---------------------------------------	----------------	---------------------------------------

← 114

Insert Date

Circulation Base: Sunday → 118

Target Drop Date: 10/8/00 → 120

Product

Vehicle: Newspaper Sulu → 122

Distribution Method: Zoned → 124

Detail

Addresses/Phones? → 126

Die Cut? → 126

Page Count 2 → 128

Page Size: Standard - 10.87 X 8.25 → 128

Weight 60 lb. → 130

F5.9

Demographic Variables

Select One: None → 132

Index Value: → 134

Zip List

Select One: None → 136 For additional Zip Lists, Import Zip Codes

Radius: 0 Miles → 138

Geographic Variables

Select One: None → 140

← 142

User Name
Christine

Contact Name
Christine

Continue >

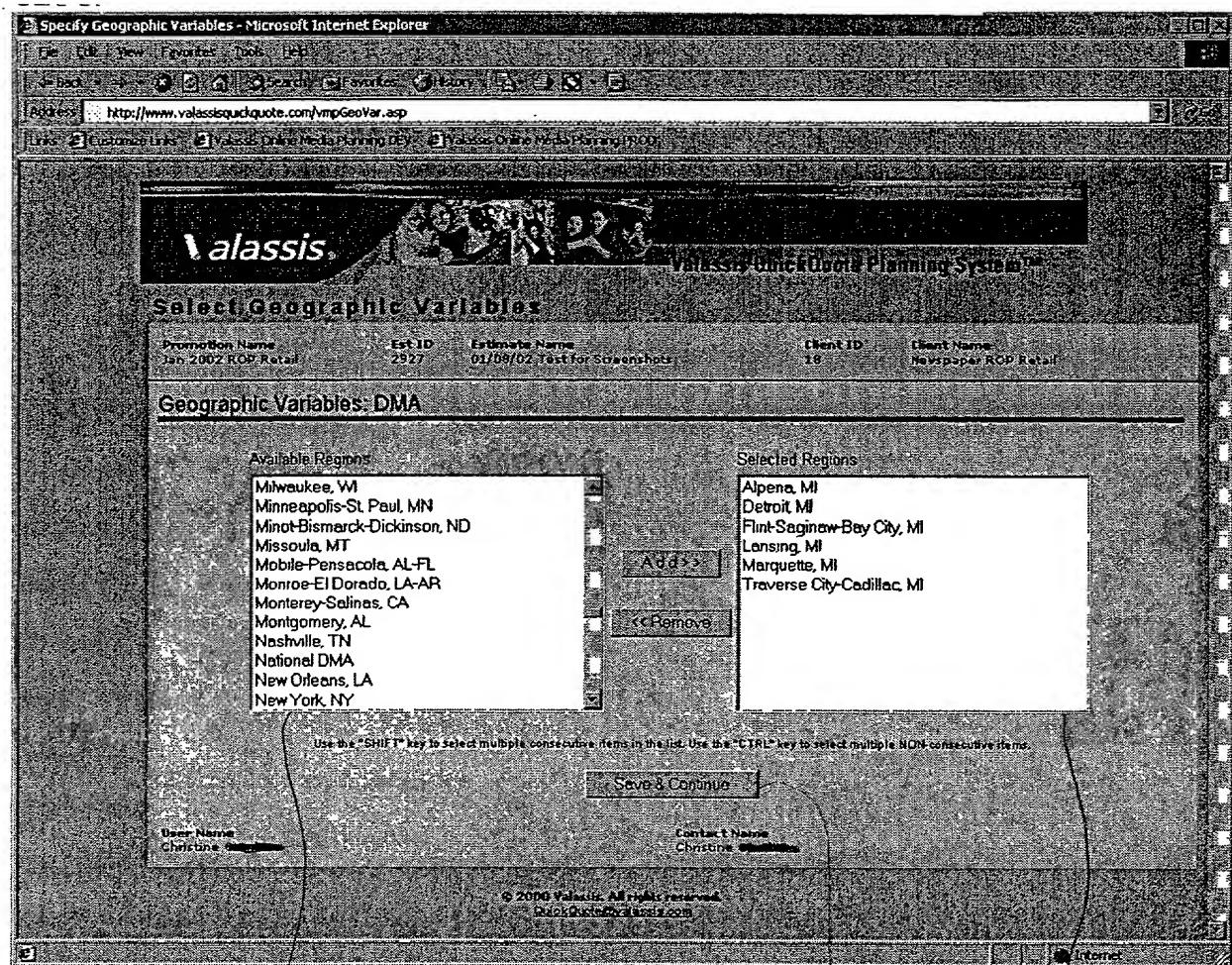


Fig. 10

160

Estimate Request Preview - Microsoft Internet Explorer

http://vmp.corp.valassis.com/vmpEstReqPrev.asp

VALASSIS ONLINE MEDIA PLANNING

Preview Estimate Request

Select /Create New Promotion or Estimate

Promo ID 1350	Promotion Name ABC Promo	Est ID 1730	Estimate Name Christine's Estimate	Client ID 2	Client Name Generic Franchise Food
------------------	-----------------------------	----------------	---------------------------------------	----------------	---------------------------------------

You have chosen the following options. Please use the Back button on your browser to modify the information before submitting the request for processing.

Insert Date

Circulation Base	Sunday
Target Drop Date	10/8/00

Product

Vehicle	Solo
Distribution Method	Zoned

Detail

Address/Phone	No
Die Cut	No
Page Count	2
Page Size	8.25 X 10.87 Standard
Weight	60 lb

Demographic Variable

Demographic Variable	Age 25-54
Index Value	115

Zip List

Zip List Name	None Selected
Radius	0 Miles

Geographic Variables

Geographic Variable	DMA
Selected Regions	Albany, GA Atlanta, GA Augusta, GA Columbus, GA

User Name
Christine [REDACTED]

Contact Name
Christine

Buttons: Save [REDACTED] Submit Requests

162

164

168

166

Fig. 11

© 2000 Valassis Communications, Inc. All rights reserved.
VCIOnlineMediaPlanning@valassis.com

170
↓

UPDATE / SUBMIT PROMOTION / ESTIMATE STATUS SCREEN

Update/Submit Promotion/Estimate Status - Microsoft Internet Explorer

File Edit View Favorites Tools Help

http://vmp.corp.valassis.com/vmpEstReqUpdate.asp

VALASSIS ONLINE MEDIA PLANNING

Update/Submit Promotion/Estimate Status

User Name: Christine Gambino Date/Time: 9/3/00 2:22:30 PM

Submitted for processing....

Database information is being updated. Please wait....

The following record has been updated:

Promotion ID:	1350
Promotion Name:	ABC Promo
Estimate ID:	1730
Estimate Name:	Christine's Estimate
Client ID:	2
Client Name:	Generic Franchise Food

You will receive an email response to your request shortly

[Select/Create Promotion or Estimate](#)

[Logout](#)

© 2000 Valassis Communications, Inc. All rights reserved.
VCIDOnlineMediaPlanning@valassis.com

5

Once submitted, you will receive a Promotion ID and an estimate ID. The estimate ID is the ID needed by Valassis Communications, Inc when requesting an actual quote.

Fig. 12

Get Promotion Estimate Data - Microsoft Internet Explorer

Address: http://www.valexisquickquotes.com/vmpGetPromoData.asp

Valexis Quick Quotes

Required Parameters

Select Another Community Client

Promotion Name: Jan-2002 ROP Retail Est ID: 2927 Estimate Name: 01/09/02 Test for Screenshots Client ID: 10 Client Name: Newspaper ROP Retail

Insert Date

Circulation Base Preference: Sunday

Target Date: 2/10/2002 (MM/DD/YYYY)

Best Food Day?

Section Preference: Main News

Product

Vehicle: Newspaper ROP

Distribution Method: Full Run

Detail

Ad Size: Full Page

Color: Process Color

ROP Media List Rate Selection

Select One: 12-18 Retail

Demographic Variables

Select One: Female 18+

Minimum Index Value: 100

Zip List

Select One: None Import Zip List

Radius: 0 Miles

Geographic Variables

Select One: DMA

Street Name: 123 Main Street
City: Greenville
State: NC
Zip: 27858
Contact Name: Christine
Phone: 336-232-1234
Fax: 336-232-1234

Comments:

Fig. 13

440

↓

Estimate Request Preview - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://www.valassisquickquote.com/vmpEstReqPrev.asp

Valassis QuickQuote Planning System

Preview Estimate Request

Promotion Name: Jan 2002 ROP Retail Est. ID: 03/09/02 Test for Screenshots Client ID: Client Name: Newpaper ROP Retail

You have chosen the following options. Please use the Back button on your browser to modify the information before submitting the request for processing.

Insert Date

Circulation Base: Sunday
Target Drop Date: 2/10/02
Best Food Day: No
Newspaper Section: Main News

Product

Vehicle: ROP
Distribution Method: Full Run

Detail

Ad Size: Full Page
Color: Process Color

ROP Media List Rate Selection

Media List Name: 12-16 Retail

Demographic Variable

Demographic Variable: Female 18+
Maximum Index Value: 100

Zip List

Zip List Name: None Selected
Radius: 0 Miles

Geographic Variables

Geographic Variable: DMA
Selected Regions:

- Alpena, MI
- Detroit, MI
- Farmington-Bay City, MI
- Lansing, MI
- Marquette, MI
- Traverse City-Cadillac, MI

Save Get Markups

User Name: Christine Gammie

Comments:

Fig. 14

450

J

ROP Market Selection - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://www.valassisquickquote.com/ROP/vmpROPmtListSel.asp

Links: Favorites Links Valassis Online Media Planning DEMO Valassis Online Media Planning PROD

Valassis QuickQuote Planning System™

Market Selection

Promotion Name: Jan 2002 ROP Retail	Est ID: 2927	Estimate Name: 01/08/02 Test for Screenshots	Quote Status: Not Submitted	Client Name: Retail
Target Drop Date: 2/10/2002	Best Food Day: N	Quote Date: Sunday	Username: gmsmith	Contact Name: Christine
Ad Size: <input type="button" value="Full Page"/>		Colors: <input type="button" value="Process Color"/>	Preferences: <input type="button" value="Sunday"/>	<input type="button" value="Update Quote"/>

Changing the options Ad Size, Color and Preferences will return new current rates that might be different from the original rates. Rates will only be saved for 30 days from the Quote Date, and changing a parameter will result in new rates being retrieved.

Sort	Geography (DMA)	DMA Cov. (%)	Media#	ST	Edit	Newspaper	Circ.	Cost
<input checked="" type="checkbox"/>	Alpena, MI	55.31%	003881	MI	M	Alpena News	11,069	\$1,726.54
		55.31%				Total:	11,069	\$1,726.54
<input checked="" type="checkbox"/>	Detroit, MI	3.86%	003865	MI	SUN	Ann Arbor News	71,560	\$5,818.12
<input checked="" type="checkbox"/>	Detroit, MI	39.24%	003868	MI	SUN	Detroit Free Press/News	738,248	\$51,969.86
<input checked="" type="checkbox"/>	Detroit, MI	1.20%	003891	MI	SUN	Monroe News	25,212	\$3,092.55
<input checked="" type="checkbox"/>	Detroit, MI	4.44%	003892	MI	SUN	Mount Clemens Macomb Daily	77,035	\$7,711.68
<input checked="" type="checkbox"/>	Detroit, MI	5.47%	003877	MI	SUN	Pontiac Oakland Press	92,992	\$8,571.91
<input checked="" type="checkbox"/>	Detroit, MI	2.32%	003878	MI	SUN	Port Huron Times Herald	41,627	\$6,892.24
<input checked="" type="checkbox"/>	Detroit, MI	1.08%	003894	MI	SUN	Royal Oak Tribune	18,761	\$4,000.21
		57.61%				Total:	1,065,435	\$89,056.57
<input checked="" type="checkbox"/>	Duluth-Superior, MN-WI	3.25%	003887	MI	E	Ironwood Globe	6,760	\$1,225.29
		3.25%				Total:	6,760	\$1,225.29
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	1.56%	010686	MI	SUN	Bad Axe Huron Tribune	7,841	\$2,531.91
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	9.69%	003867	MI	SUN	Bay City Times	47,201	\$5,640.38
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	22.51%	003870	MI	SUN	Flint Journal	106,892	\$8,274.39
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	1.27%	003980	MI	W	Gratiot County Herald	7,050	\$871.92
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	2.28%	003917	MI	SUN	Mount Pleasant Sun	12,725	\$2,679.65
<input checked="" type="checkbox"/>	Flint-Saginaw-Bay City, MI	13.07%	003879	MI	SUN	Saginaw News	59,555	\$8,967.55
		50.38%				Total:	241,264	\$26,985.00
<input checked="" type="checkbox"/>	Lansing, MI	3.21%	003901	MI	E	Hillsdale News	7,754	\$1,264.45
<input checked="" type="checkbox"/>	Lansing, MI	11.84%	003872	MI	SUN	Jackson Citizen Patriot	40,528	\$5,521.28
<input checked="" type="checkbox"/>	Lansing, MI	32.72%	003874	MI	SUN	Lansing State Journal	90,812	\$15,008.96
		47.77%				Total:	139,094	\$21,794.69
<input type="button" value="Recalculate Rates"/>		<input type="button" value="Save Markets Selected"/>		<input type="button" value="View Quote"/>		<input type="button" value="SUBMIT QUOTE"/>		

© 2000 Valassis. All rights reserved.
QuickQuoteForTV.com

452

454

456

462

Fis. 15

Fig. 16

470

